People, 1-28-80

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Triumph for Tar Watchers!

Triumph shakes up the "low tars" with taste, and a lot less tar.

Don't let them fool you any more. Today's low tar with taste is not an 8 mg tar (like Merit) or an 11 (like Vantage) or a 12 (like Marlboro Lights). And it's certainly not a Carlton at 1 (which doesn't even claim to have taste). It's a 3 mg tar Triumph. All the words in the world won't tell you how good it tastes. You'll simply have to try it. Taste it. Then ask yourself, isn't it time you came down from yesterday's "low tar" to Triumph – today's low tar.™

Triumph for taste! Only 3 mg tar.

Of All Brands Sold: Lowest tar: 0.5 mg. "tar," 0.05 mg. nicotine av. per cigarette. Triumph: 3 mg. "tar," 0.4 mg. nicotine av. per cigarette by FTC Method.

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Source: https://www.industrydocuments.ucsf.edu/docs/sthl0000